Globe

Group

CORPORATE IDENTITY MANUAL

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1. CORPORATE IDENTITY

The clean-cut, modern and contemporary logo encapsulates Globe Group's sophistication, focus and innovation as an international services supplier. Below are the key qualities that encompass all of Globe Group developments:

Solid Business History

Globe Group was founded in 1976 and has grown into one of Saudi Arabia's leading multi-activity groups with a diverse portfolio that includes; Shipping, Transportation, Port Management & operations, logistics, Operations and Maintenance, Marine and none Marine Survey, Trucking, Container Terminal Management & Operation, Petrochemical Recycling Plants, Trading, Restaurants, Real Estate and Retail Fashion brands. Globe Groups' activities now transcend Saudi Arabia's borders and includes expansion into Bahrain, UAE and Sudan as a part of it's international growth strategy.

Globe Main Identity Profile

- Globe Logistics
- Globe Container Terminals
- Globe Transport
- Globe Transport - Dedicated Bulk Transportation
- Globe Projects
- Globe Stevedoring
- Globe Projects - In-plant product handling
- Globe Projects - Cleaning and Maintenance
- Globe Petrochemical Industries - Recycling
- Globe Trading
- Globe Retail
- Globe Real Estate
- Globe Motors
- Globe Group - Joint Ventures

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The sans-serif font, Trebuchet, evokes the iconic modern outlook of the Globe Group brand. The dotted arrow graphic above highlights the prominent positioning of Globe Group as a global network. The arrow also emphasises the brand's positive and futuristic outlook towards the integrated development of transport and services solutions for clients and partners alike. Blue is reflective of the original brand which represents strength and professionalism, while silver symbolises its balance, harmony and absolute business practice accross all divisions.

Corporate Signature

The success of identity management is dependent on the accurate implementation of Globe Group's corporate image. These comprehensive guidelines are listed in the manual to ensure effective application across all marketing communication materials.

The Globe Group corporate signature comprises primarily of a wordmark with one supporting graphic (arrow) and a division identifier.

The corporate signature has been specially designed as one unit, with the relationship of all elements locked in. Do not attempt to reconstruct or alter the elements in any manner.

1. CORPORATE IDENTITY

1.2 CORPRATE IDENTITY COLOUR USAGE - SUB DIVISION

To ensure consistency in our new brand, the following colour breakdowns for each division should be adhered to.

Globe Group	PANTONE® * Silver 877 C CMYK 51c 40m 39y 4k RGB 132r 136g 139b HEX# 84888b	PANTONE® * 281 C CMYK 100c 89m 31y 30k RGB 0r 38g 99b HEX# 002663	مجموعة جلوب
GlobeMotors	PANTONE® * 485 C CMYK 8c 97m 100y 1k RGB 220r 41g 30b HEX# dc291e	PANTONE® * 877 C CMYK 51c 40m 39y 4k RGB 132r 136g 139b HEX# 84888b	جلوب للسيارات
Globe Shipping	PANTONE® * Process Blue C CMYK 99c 14m 3y 0k RGB 0r 133g 207b HEX# 0085cf	PANTONE® * 281 C CMYK 100c 89m 31y 30k RGB 0r 38g 99b HEX# 002663	جلوب للملاحة
Globe Logistics	PANTONE® * 392 C CMYK 50c 39m 100y 16k RGB 126r 122g 0b HEX# 7e7a00	PANTONE® * 281 C CMYK 100c 89m 31y 30k RGB 0r 38g 99b HEX# 002663	جلوب للخدمات اللوجيستية
Globe Projects	PANTONE® * 466 C CMYK 22c 26m 57y 0k RGB 201r 178g 128b HEX# c9b280	PANTONE® * 281 C CMYK 100c 89m 31y 30k RGB 0r 38g 99b HEX# 002663	جلوب للمشاريع
Globe Industries	PANTONE® * 7409 C CMYK 4c 34m 100y 0k RGB 242r 174g 0b HEX# f2ae00	PANTONE® * 281 C CMYK 100c 89m 31y 30k RGB 0r 38g 99b HEX# 002663	جلوب للصناعات
Globe Real Estate	PANTONE® * 716 C CMYK 2c 63m 100y 0k RGB 240r 123g 5b HEX# f07b05	PANTONE® * 281 C CMYK 100c 89m 31y 30k RGB 0r 38g 99b HEX# 002663	جلوب للعقارات
Globe Trading	PANTONE® * 201 C CMYK 25c 100m 79y 20k RGB 158r 27g 50b HEX# 9e1b32	PANTONE® * 281 C CMYK 100c 89m 31y 30k RGB 0r 38g 99b HEX# 002663	جلوب للتجارة
Globe Retail	PANTONE® * 2425 C CMYK 51c 100m 30y 15k RGB 129r 2g 98b HEX# 810262	PANTONE® * 281 C CMYK 100c 89m 31y 30k RGB 0r 38g 99b HEX# 002663	جلوب لتجارة التجزئة

2. CORPORATE SIGNATURE COLOUR USAGE

1. Full Colour Version

This is the preferred version and should be used whenever possible. To maximise the visual impact, this version should be placed on a white or light background.

2. One Colour Version

Version A, B and C may be applied when one-colour printing or production is used in black and white advertisements or selective one colour print collaterals.

3. Coloured & Patterned Background

Should the corporate signature be used against a coloured background, the background should be screened down to ensure that the corporate signature is effectively depicted.

Do not use the logo against patterned, textured or complicated backgrounds. This is to preserve its integrity and visibility.

Full Colour Version

One Colour Version A

One Colour Version B

One Colour Version C

Coloured & Backgrounds

3. IMPROPER USAGE OF CORPORATE SIGNATURE

The manual provides guidelines and instruction on the proper usage of the corporate identity. However, there may be instances where the usage is not fully understood, or where the identity is incorrectly applied or reproduced.

Diagrams on this page feature common examples of improper usage of the Globe Group identity and should be avoided at all times.

Should such instances of improper usage surface, or when in doubt about the usage of the corporate identity, please contact the Legal Dept.

Changing colours of corporate signature

Altering elements of corporate signature

Substituting typefaces

Stretching height of corporate signature

Using bolder fonts

Stretching width of corporate signature

Altering proportion or angle

Incomplete corporate signature

4. CORPORATE COLOURS

Colour is a key component of Globe Group's corporate identity. It is important that the corporate colours are accurately reproduced across all corporate collaterals and materials.

For accurate reproduction of the corporate colours, always visually match the specified Pantone Matching System (PMS) colours.

For full colour printing and when cost considerations are a factor, the Process Colour equivalents are specified for the production of four-colour printing materials like print advertisements, brochures, booklets, leaflets and materials requiring the use of half-tone colour separation.

As process colours do not always match the corporate colours accurately, it is advisable to use Pantone inks for reproduction work, whenever possible. Pantone inks should always be used for all stationery and signage needs.

PANTONE® * Silver 877 C
CMYK 51c 40m 39y 4k
RGB 132r 136g 139b
HEX# 84888b

PANTONE® * 281 C
CMYK 100c 89m 31y 30k
RGB 0r 38g 99b
HEX# 002663

5. CORPORATE TYPEFACES

Typefaces are important components of Globe Group's corporate identity in communicating its personality and unique attributes. Consistent use of corporate typefaces contributes to the effectiveness of its corporate identity and reinforces it in the long run.

Typefaces For General Usage

For corporate literature consisting of informational texts of an official nature, the headers should be Myriad Pro Regular and the body copy should be Rotis Semi Serif. The Rotis Semi Serif typeface is to be used for the addresses on all stationery.

English Typefaces

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Rotis Semi Serif 55

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Rotis Semi Serif 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arabic Typefaces

GE SS LIGHT

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ؤ ي ى

GE SS MEDIUM

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ؤ ي ى

GE SS BOLD

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ؤ ي ى
١٢٣٤٥٦٧٨٩٠

6. CORPORATE SIGNATURE MINIMUM SIZE

The minimum size of the corporate signature is developed to ensure legibility and clarity. In situations where the available space is restricted to a small area, the minimum height of the corporate signature should be 20mm.



7. PERIMETER CONTROL

The Perimeter Control defines the permissible dimensions of the corporate signature, which is essential to ensure maximum visibility and legibility.

To preserve the visual integrity of the corporate signature, no text or graphic element should appear in the area defined by the dimensions.

As shown on the right, the unit of measurement for the Perimeter Control is a function of "X", which is determined by the width of the arrow icon.

Note that the proportions for the corporate signature and the minimum clear space should not be altered.

The Perimeter Control should be observed at all times and in all applications.

Length of Logo Without Margins

If "X" is the width of the arrow icon, the length must be proportioned to "2.8X".



Length of Logo With Margins

To ensure maximum visibility and legibility, clear space around the logo is essential. Taking "X" to be the width of the arrow icon, the margin height above the letters should be "1X" and "1X" below the letters. The margin length to the left of the letters must be "1X" and "1X" from the right.



8. SIGNAGES

8.1 BUILDING SIGNAGE

Recommended Specifications

Raised painted 3D, backlit aluminium letters is the preferred material and application method.

The depth of the protruding letters is mutually exclusive from the length and height of the logo. The length and height have to be proportionate based on branding protocols (see section 7). This depth is also dependent on factors such as materials used, stability of the sign, kind of lighting being installed and method of installation.

Side Elevation

Signage must either be wall or glass mounted, and the fixing details such as height of mounting is to be determined by the signage makers.





8. SIGNAGES

8.2 CORPORATE SIGNATURE AT OFFICE ENTRANCE

Recommended Specifications

The materials used for the letterings should be clear acrylic cut-out with a spray paint finish. Threaded pins must be placed behind all parts of the logo to ensure proper mounting and durability.

Side Elevation

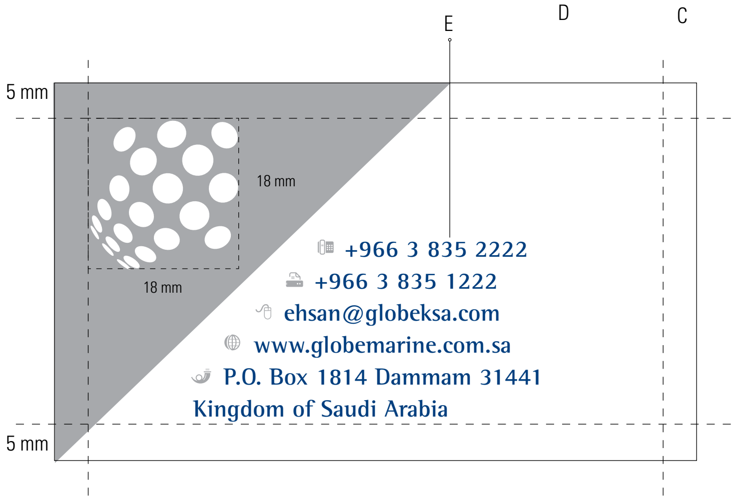
Signages must contain letters with a thickness of 10mm, and the material used should be clear acrylic cut-out with a spray paint finish. Threaded pins must also be placed behind to ensure proper mounting and durability.

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9. CORPORATE STATIONERY

9.1 BUSINESS CARD WITHOUT PHOTO





Size
85mm x 50mm

Logo size
30mm (Width)

Graphic
Line:
Hairline (0.0882)

Color
Logo:
PMS 877C (grey)
PMS 281C (blue)

All text:
PMS 877C (grey)
PMS 281C (blue)

Line:
PMS 281C (blue)

Paper Stock
230gsm Ivoline
Super White
Matt

Primary Panel (English)

Typography A
Name:
Rotis Semi Serif 10 pt/ Kerning
2 pt Auto Leading
U/L Case / Flush Right

Typography B
Designation:
Rotis Semi Serif 10 pt/ Kerning
2 pt Auto Leading
U/L Case / Flush Right

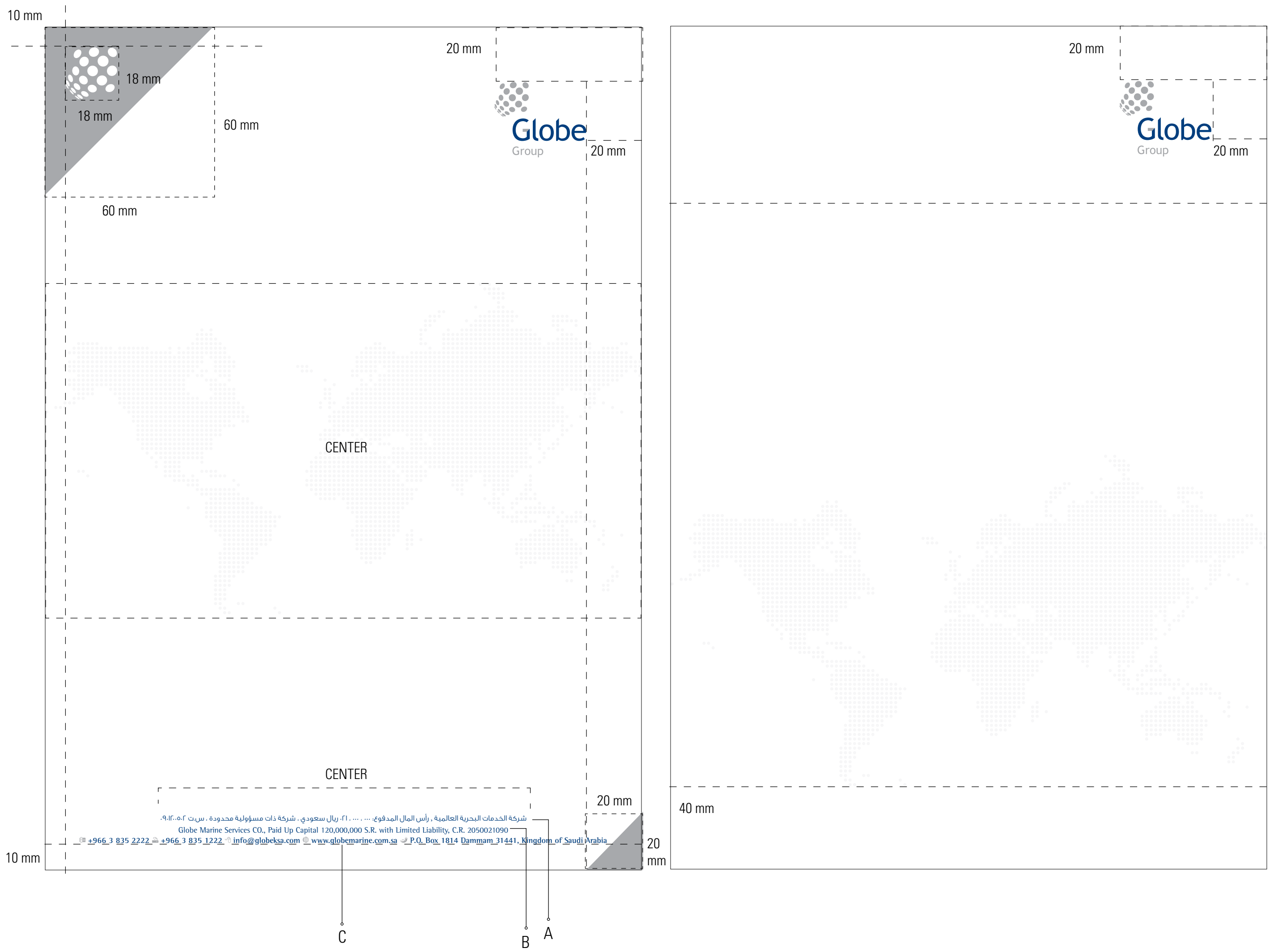
Typography (Arabic) C
Name:
GE SS Light 10 pt/Kerning
2 pt Auto Leading
U/L Case / Flush Right

Typography (Arabic) D
Designation:
GE SS Light 10 pt / Kerning
2 pt Auto Leading
U/L Case / Flush Right

Typography E
Address & Contacts:
Rotis Semi Serif 10 pt / Kerning
2 pt Auto Leading
U/L Case / Flush Left

9. CORPORATE STATIONERY

9.2 LETTERHEAD / CONTINUATION SHEET



Letterhead Size
210mm x 297mm

Logo size
30mm (Width)

Graphic
Line:
Hairline (0.0882)

Color
Logo:
PMS 877C (grey)
PMS 281C (blue)

All text:
PMS 877C (grey)
PMS 281C (blue)

Paper Stock
100gsm Croxley Script

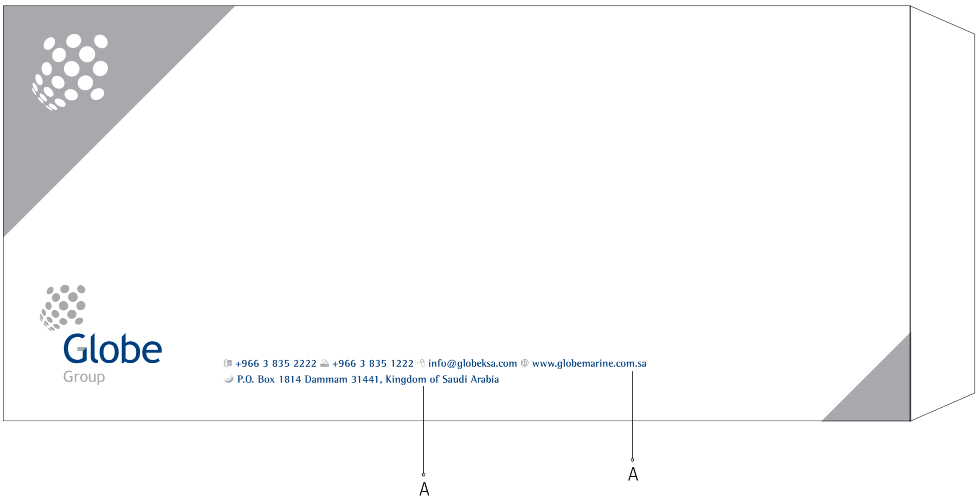
Typography A
Company Name:
Rotis Semi Serif
10 pt/ Kerning
2 pt Auto Leading
U/L Case / Flush Right

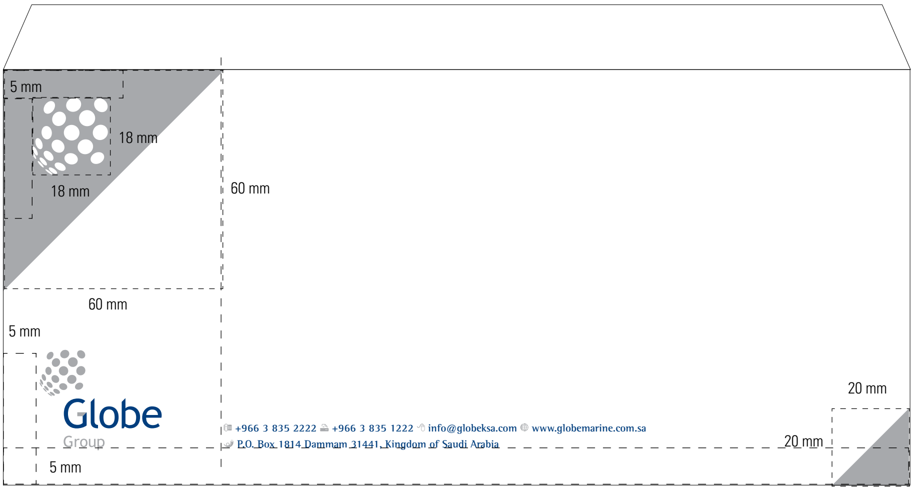
Typography B
Company Descriptor:
Rotis Semi Serif
10 pt/ Kerning
2 pt Auto Leading
U/L Case / Flush Right

Typography C
Rotis Semi Serif
10 pt/ Kerning
2 pt Auto Leading
U/L Case / Flush Right

9. CORPORATE STATIONERY

9.3 ENVELOPES (DL)





DL Envelope Size
220mm x 110mm

Logo size
30mm (Width)

Color
Logo:
PMS 877C (grey)
PMS 281C (blue)

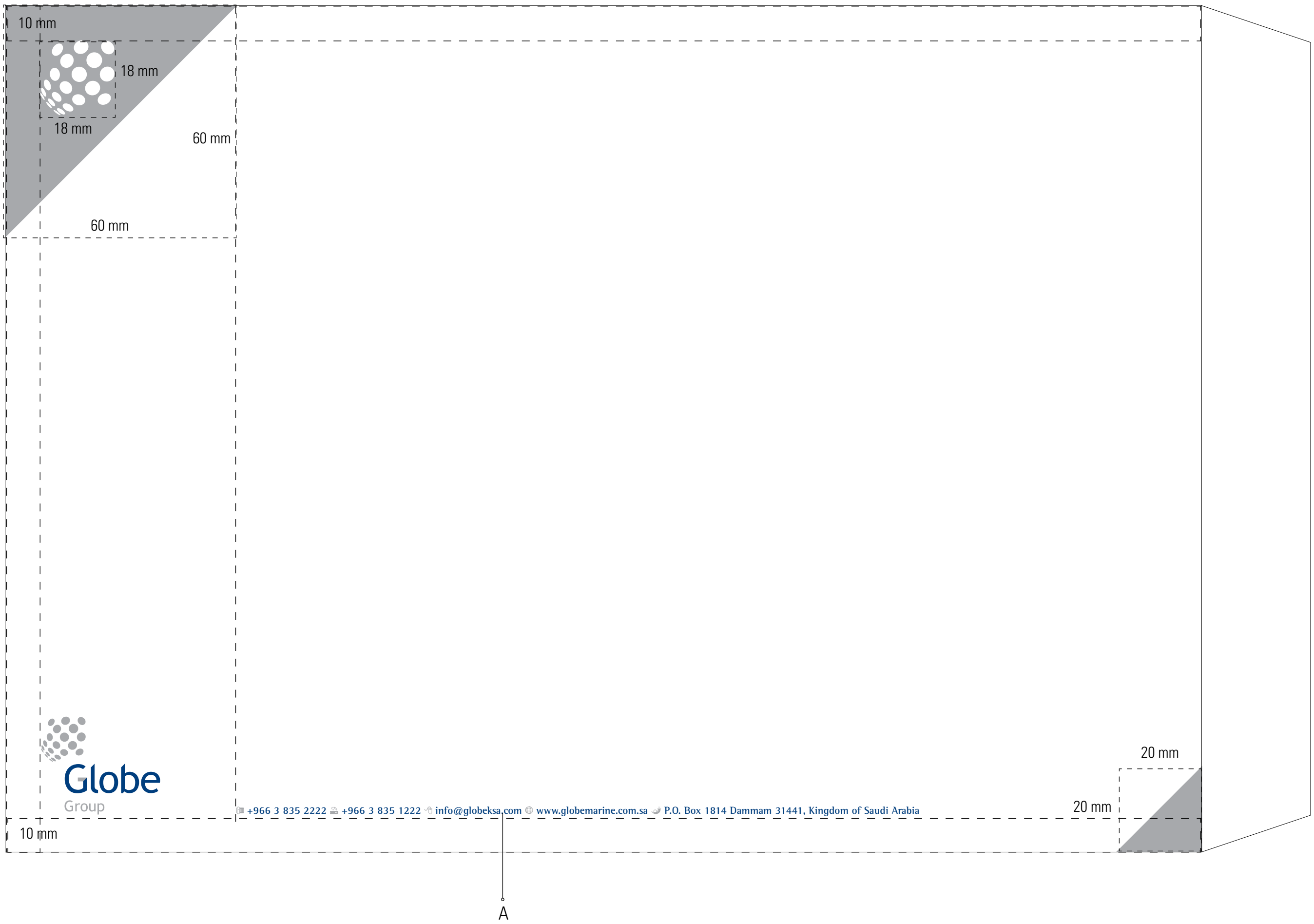
All text:
PMS 281C (blue)

Paper Stock
100gsm Woodfree
readymade envelope

Typography A
Address & Contacts:
Rotis Semi Serif
10 pt/ Kerning
2 pt Auto Leading
U/L Case / Flush
Right

9. CORPORATE STATIONERY

9.4 C4 ENVELOPE



C4 Envelope Size
324mm x 229mm

C4 Logo size
30mm (Width)

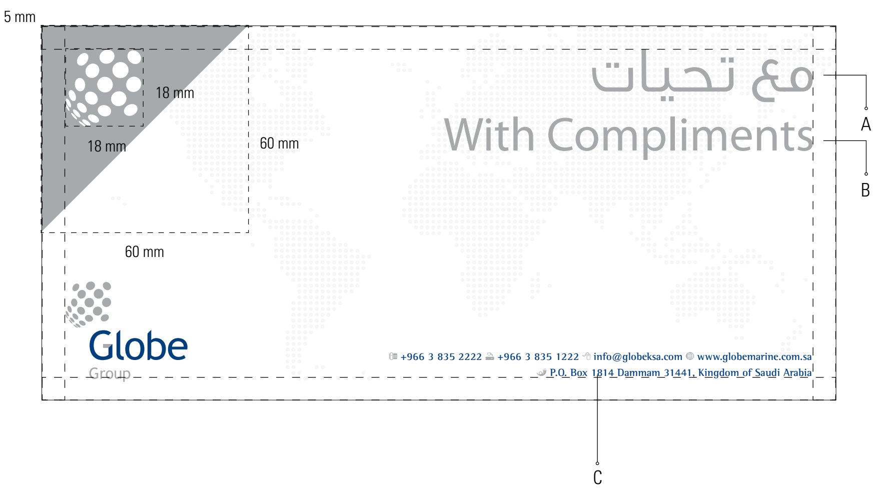
Color
Logo:
PMS 877C (grey)
PMS 281C (blue)

All text:
PMS 281C (blue)

Typography A
Address & Contacts:
Rotis Semi Serif
10 pt/ Kerning
2 pt Auto Leading
U/L Case / Flush Right

9. CORPORATE STATIONERY

9.5 COMPLIMENTARY SLIP





Size
147mm x 105mm

Logo size
30mm (Width)

Color
Logo:
PMS 877C (grey)
PMS 281C (blue)

All text:
PMS 281C (blue)

Paper Stock
100gsm Croxley Script

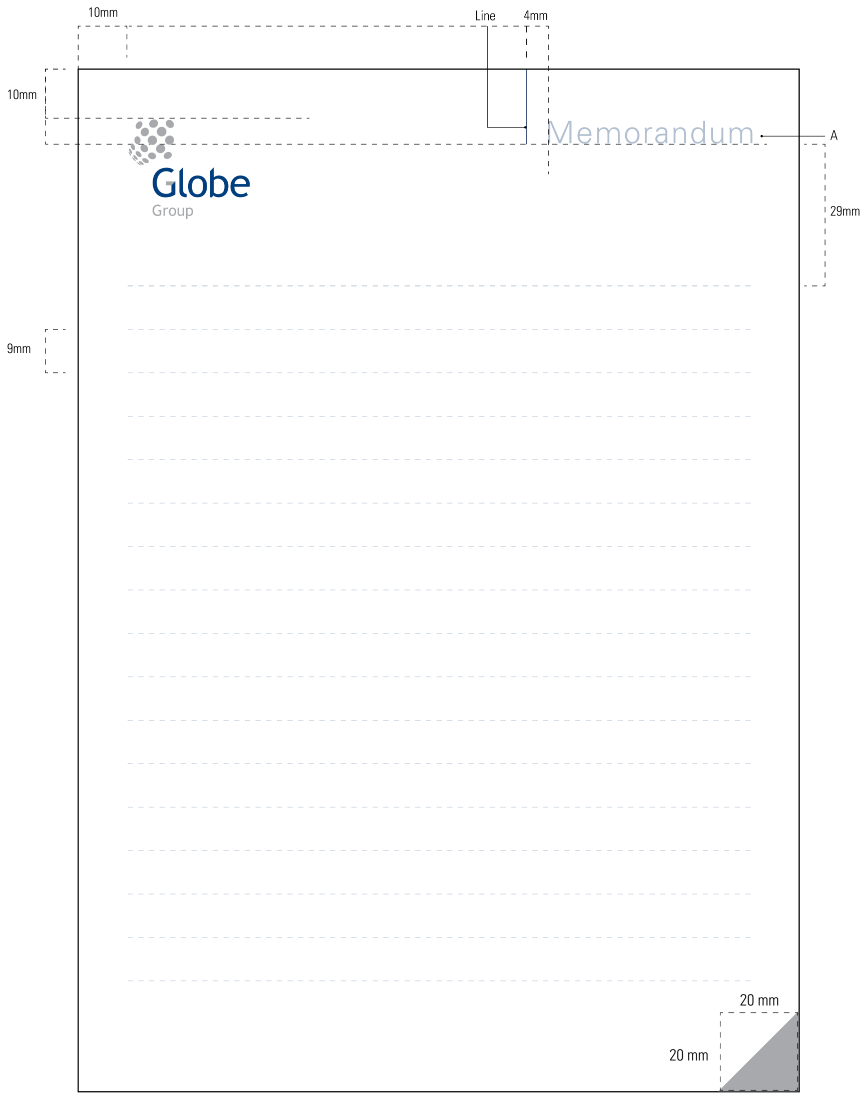
Typography (Arabic) A
Rotis Semi Serif
40 pt/ Kerning
2 pt Auto Leading
U/L Case / Flush Right

Typography B
Rotis Semi Serif
40 pt/ Kerning
2 pt Auto Leading
U/L Case / Flush Right

Typography C
Address & Contacts:
Rotis Semi Serif
10 pt/ Kerning
2 pt Auto Leading
U/L Case / Flush Right

9. CORPORATE STATIONERY

9.6 MEMORANDUM



Size
148mm x 210mm

Logo size
30mm (Width)

Color
Logo:
PMS 877C (grey)
PMS 281C (blue)

Graphic
Line:
Hairline (0.0882)

Dotted Line:
Hairline (0.0882)

Text:
PMS 281C (blue)

Memorandum:
30% PMS 281C (blue)

Line:
PMS 281C (blue)

Paper Stock
100gsm Croxley Script

Typography A
Rotis Semi Serif
10 pt/ Kerning
2 pt Auto Leading
U/L Case / Flush Right